

Mikaela Maquiling

Design Lead & seasoned design thinking workshop facilitator, with an affinity for teams working in product discovery & experience conceptualization.

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Work Experience

Design Lead - Enterprise Innovation | CIBC

2019 - Present (Promoted: Aug 2020, Sep 2021, Nov 2022) | Toronto

Design thinking facilitator, responsible for the planning and execution of collaborative workshops to engage stakeholders, and insight innovative solutions.

Led **end-to-end design sprints from problem definition to executive showcase**. Delving into various opportunity areas such as: ESG, Newcomers to Canada, Wills and Estates, and Insurance. Leveraging human-centered design and research to craft deliverables such as sprint strategy, personas, user journey maps, hi-fi UX/UI prototypes. Storytelling north star visions with actionable recommendations, grounded in research-based insights.

Sprints resulted in projected savings of over **\$3MM**, identified over **\$2MM** in gross revenue opportunities, and secured over **\$2MM** in funding across 5 projects.

Defined workshoping standards and best practices. Developing a distinct co-creation style within the enterprise, resulting in repeat engagements from multiple teams across various lines of businesses.

Stood up a community of practice and education platform aimed to upskill designers. Showing rapid growth with a total of 500+ attendees spanning the enterprise across all sessions completed to date, and an average NPS of 80. Sessions to date have generated an estimated **\$30K** in savings in learning and development resources.

Developing the team's design practice, and providing **mentorship and coaching** for a team of 2 UX designers, 1 UX researcher, and 2 co-ops.

Freelance Illustrator, Visual Designer & Maker | Khelamansi

2019 - Present | Toronto

Collaborating with clients and micro-small businesses to create logos, styles guides, customized hand-drawn illustrations, and modern faux calligraphy pieces.

Creating hand-crafted home goods, featured in over **15 artisanal markets** across Toronto.

Sole **coordinator and operator** of the Khelamansi pop-up shop featuring handmade products, art prints and illustrations.

Awards & Features

The Globe and Mail - Top 100 employers

Highlighted as the ambassador for young talent at CIBC on a national publication

CIBC Purpose Awards

Awards for design work completed across multiple design sprints and projects

CIBC Purpose Video Feature

Showcased on a national campaign highlighting careers in tech and innovation

Skills

Product Thinking

UX and design strategy, customer journey mapping, user story mapping, service blueprint

Design

Rapid prototyping, wireframing, storyboarding, user flows, hand-drawn illustrations

Workshop Facilitation

Design thinking workshops (exploratory, generative and evaluative), team building, learning and development sessions

Leadership

Hands-on mentoring, involved in developing co-op talent

UX Research

User interviews, focus groups, usability testing, competitor analysis and benchmarking

Tools

Design: Figma, Sketch, Framer, Invision, Adobe XD, Procreate

Research: Feedback Loop, UserTesting

Education

UX Design Certificate Brainstation

Feb-Mar 2020 | Toronto

Bachelor of Commerce York University

Class of 2019 | Toronto

Academic Distinction - Dean's Honour Roll (GPA 3.33/4.0)

Bachelor of Technology McMaster University

2013-2016 (Transferred) | Hamilton
Process Automation stream